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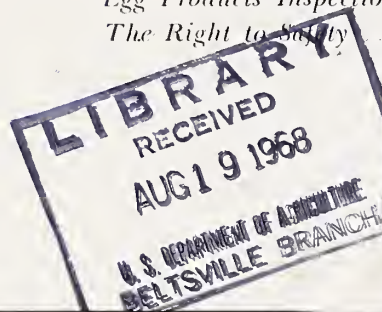


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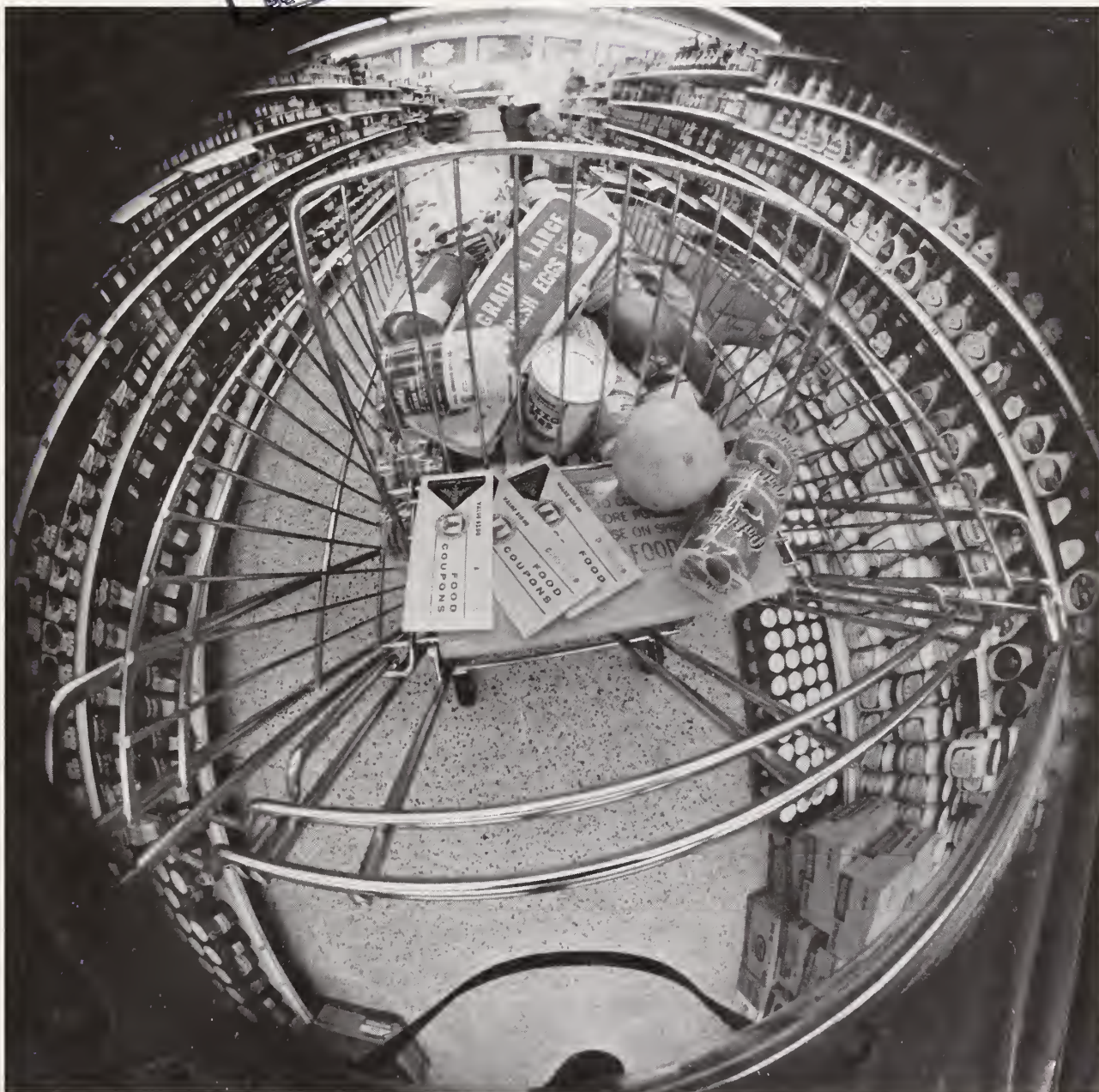
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AGRICULTURAL MARKETING

August 1968 Volume 13, No. 8



C&MS Personnel Spotlight on MILK MARKET ADMINISTRATOR

EDWARD L. St. Clair, when asked about the challenge of his work as market administrator of the Washington, D.C. Federal milk marketing order, said:

"Administering the order is a many-faceted challenge. But no single one of my responsibilities could be said to outweigh the others as a challenge, or in importance. They are all important to affected persons or groups of people associated with the market."

Mr. St. Clair, and his counterparts who handle the work of the 67 Federal milk marketing orders across the Nation all share the same kind of various responsibilities in their own milk order areas. Theirs is a vital role in the effective operation of the Federal milk marketing order program, which is conducted by the U.S. Department of Agriculture's Consumer and Marketing Service.

While they are appointed by the Secretary of Agriculture, their salaries and office expenses are met by assessments on the milk dealers operating under the orders.

The Federal milk orders set minimum prices, based on supply and demand and other economic factors, to be paid by milk dealers to farmers from whom they buy milk. Thus the orders establish minimum prices for milk only at the first level of trade, as milk leaves the farm to enter the marketing system. But the economic stability accruing from the order program provides the farmer with the confidence he needs to make long-range plans and investments to keep the American consumer supplied with a steady, dependable flow of milk.

The milk market administrator works locally, or regionally, in the marketing area covered by the order to which he is assigned. He is responsible for carrying out all phases of the order.

Typically, in the course of a month, the market administrator calculates the uniform price to dairy farmers, based on reports he receives each month from milk dealers telling how the milk was used in the market. He conducts audits to verify

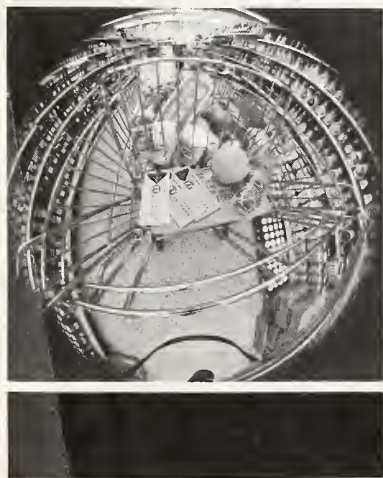
these reports from handlers, as well as their payments to their dairy farmers. Milk weights and butterfat content also must be verified. And he must provide dairy farmers with marketwide information on milk sales and receipts, and other related facts. He has many contacts with people in the dairy industry.

To do all this successfully, the milk market administrator must have knowledge in several fields such as accountancy, chemistry, statistics, economics. He must like people, work well with his supporting milk order staff, and have skill in meeting and dealing with the public.

Before coming to their present posts, the milk market administrators had previous, substantial experience in milk order work, coming up through the ranks. Mr. St. Clair, for instance, was in Federal milk order staff work for 19 years before becoming administrator of the milk order for the Greater Washington metropolitan area in 1959. Like so many of his counterparts, he is a long-time milk order career man. □

COVER STORY

USDA's Food Stamp Program brings extra food buying power to those who need it through free or bonus food coupons, usable in authorized retail stores. New Mexico was one of the first States to take part in the program. See page 12.



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All-Out Attack Being Waged On Unfit Meat

*By Rodney E. Leonard, Administrator
Consumer and Marketing Service, U.S.D.A.*

EMPLYING THE latest, most effective weapon available—the Wholesome Meat Act—the Federal Government and the States are joining forces to raise the level of consumer protection in inspection of meat and meat products.

A capsule summary of progress made through June 30, 1968—just over six months after the Act became law in December 1967—looks like this . . .

- Sixteen States had completed cooperative agreements with the U.S. Department of Agriculture, as a major step toward developing strong inspection programs for meat moving within their borders.

- More than 300 State meat inspectors had completed inspection training programs provided by USDA's Consumer and Marketing Service.

- About 1,000 meat plants had been granted Federal inspection. Of the total, 544 are cutting and boning plants, 274 are previously exempted retail establishments, and 183 are meat plants that applied for and received Federal inspection so they could ship products out of State.

- Some 265,000 pounds of unfit or misbranded meat products had been detained in marketing channels, in 56 separate actions.

- Twenty meat plants had been identified as constituting a health danger, with followup action to clean them up or close them down.

The Wholesome Meat Act was passed by Congress to take up the slack in the Nation's meat inspection system and to ultimately insure total inspection of the Nation's commercially packed or processed meat supply.

Under the Act, each State has until December 15, 1969—or an additional one-year period if it's making adequate progress—to build a meat inspection system at least equal to the Federal inspection program. The Federal program,

operated by C&MS, covers the meat sold across State lines and in foreign commerce—approximately four-fifths of the total U.S. supply.

C&MS and cooperating State agriculture or health agencies are well on their way to establishing a uniform nationwide standard of wholesomeness for inspecting all U.S. meat and meat food products.

As of June 30, 1968, C&MS had completed cooperative agreements with 16 States that applied for Federal assistance in developing strong inspection programs to cover plants that pack or process meat for sale within State boundaries.

Though it doesn't constitute USDA approval of a State's inspection program, the signing of a cooperative agreement does represent a major step toward developing a program that meets provisions of the Wholesome Meat Act.

Before an agreement can be completed, the State must have a law that provides for compulsory meat inspection before and after slaughter, as well as reinspection of carcass parts and sanitation requirements.

Survey teams composed of both Federal and State officials review present inspection procedures and meat plants in the State to assess the existing inspection program, to detect deficiencies in it, and to estimate costs for building it to the Wholesome Meat Act standards. The State, with assistance from C&MS, develops a program improvement plan for correcting deficiencies.

With an agreement in effect, the State qualifies for Federal funds covering up to 50 percent of the cost of developing and operating its program, and also is eligible to receive technical and laboratory assistance from C&MS.

The Federal technical assistance includes training of State inspectors. Up to June 30, C&MS had trained 314 State inspectors. Training was

accomplished on-the-job in plants; at C&MS regional training centers in Fort Worth, Omaha, Los Angeles, and St. Paul; or at a national meat hygiene training center in Chicago.

Besides strengthening State meat inspection programs, the Wholesome Meat Act expands the existing Federal meat inspection program, by bringing under inspection certain types of meat operations that were previously exempted. Between December 15, 1967, and June 30, 1968, C&MS had granted Federal inspection to 1,001 meat establishments. These include:

- 544 cutting and boning plants, which are brought under Federal inspection if they ship across State lines.

- 274 retail meat establishments, which previously were exempted from inspection for doing less than a specified amount of interstate business.

- 183 slaughtering and processing plants that applied for and were approved for Federal inspection so they would be eligible to ship interstate.

Total number of plants under Federal inspection, as of June 30, was 2,907—or an increase of 44 percent over the total on December 15, 1967.

Using increased enforcement powers granted by the Wholesome Meat Act, C&MS—in 56 separate instances up to the end of June—detained 264,889 pounds of meat products found in marketing channels to be or suspected to be unfit for food, or misbranded.

An "emergency provision" in the act authorizes C&MS to provide Federal inspection at any meat plant—whether or not the plant sells only to customers within a State—if the plant is found to be a health hazard and if the State doesn't provide proper inspection

(Continued on page 13)

LETTUCE ALL YEAR ROUND

The price you pay for lettuce at the supermarket reflects mainly changes in supply—one of the facts reported daily by the Federal-State Market News Service to shippers and buyers.

By Clay J. Ritter



Lettuce is packed in boxes in the field . . .

DID YOU HAVE a salad with dinner today? Did you have one April 12th? Or January 17th? The date really isn't important because summer, winter, spring or fall—whether you go to a restaurant or have dinner at home—chances are you usually have a salad with your meal, and lettuce is usually a major ingredient of the salad.

Lettuce is one of the few vegetables we can have fresh all year round. It's grown in the South, the mid-Atlantic States, New England, the Midwest, Southwest, and West at various seasons during the year. We get about 90 percent of our year-round supply of iceberg lettuce from California, Arizona, New Mexico, and Texas.

Just because it's available all the time, we probably take lettuce pretty much for granted—until the price changes. The price of lettuce can be pretty erratic—up one week, down the next. What causes these sharp changes in price?

The price you pay in the supermarket—the retail price—is a reflection of the price the wholesaler or chainstore buyer pays the grower—and that price is based mainly on the supply of lettuce available.

There are many other factors involved, too—the store or chain's pricing policies; labor and overhead costs; the cooling, transportation, and handling costs to get lettuce from the growing area to the display shelf in your retail store. But let's go back to the beginning—the growing area—and see how it starts.

It's a cool August morning in Salinas, Calif., the major lettuce-growing area in the country. Lettuce harvest in the Salinas-Watsonville area started about mid-April and will continue to November. Like 50 other grower-shippers there, Joe Edmond checks his fields to see how much lettuce is ready to harvest that day. Lettuce must be cut, packed, and shipped as soon as it's mature—it can't be left in the fields and it can't be stored.

Whether it's ready to harvest or not depends entirely on the weather—and good sunny weather for the last week has matured quite a bit of the crop. Joe decides three fields are ready, and he starts the harvesting and packing crews to work.

Then he makes his first call of the day to the local office of the Federal-State Market News Service to see how much lettuce was shipped throughout the country the day before. He checks yesterday's market news report on prices grower-shippers received and how good or bad the demand was in Salinas as well as in Colorado's San Luis Valley, which also is harvesting in August.

Joe Edmond, like every other grower-shipper in the area, is trying to figure out what price he can get for his lettuce today. Chainstore and wholesale buyers in Salinas and in other parts of the country are also checking the market news reports to see what price they can expect to pay. The information on yesterday's shipments

tells them whether the national supply is sufficient, too much, or too little.

The price of lettuce in production areas is determined each day, based on:

- The supplies on hand nationally—and how quickly they are moving into retail stores;
- The supply expected to be shipped that day;
- The previous day's shipments and prices;
- And the price being paid by retailers to wholesalers at terminal markets in large cities.

The Federal-State Market News Service, administered by the U.S. Department of Agriculture's Consumer and Marketing Service in cooperation with State agencies, collects this market information on lettuce and a wide variety of other agricultural products. The Fruit

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and Vegetable Market News Service is administered by the C&MS Fruit and Vegetable Division. Unbiased, factual reports on supplies, prices, and market conditions are made available nationwide by the Market News Service to anyone who needs the information.

In Salinas, Federal-State market news reporters prepare their second report of the day at mid-morning—an estimate of the total shipments the growers expect to load that day. The market news office is also able to provide information on prices paid by retailers to wholesalers at 23 large terminal markets, as the reports come in on the nationwide leased-wire system that connects all market news offices.

Telephone tape recorders help the reporters get the information, as they gather it, and as it comes in

by leased wire, to Joe Edmond and other shippers and buyers interested in the lettuce market. The reporters make tape recordings of each of the five daily reports they prepare as soon as the information is ready. Phone calls come in so often from so many people that two recorders are used in Salinas to answer the calls. Meanwhile, the reporters are busy gathering the data to prepare the next report.

The third report, at noon, shows how quickly lettuce is moving into retail channels. This is the report of track holdings of lettuce in 16 major cities. A build-up in track holdings (lettuce not yet unloaded from rail cars) means lettuce is moving slowly on the retail market—consumers aren't buying, so the retail store isn't.

A little later in the afternoon, the market news reporters get a revised estimate on loadings for that day from each shipper, and the total figure is available to shippers, buyers, and whoever else is interested. The reporters also obtain the latest information from the Weather Bureau. Rain can upset harvesting plans and cause abrupt market changes.

Now the shippers and buyers have about all the information they need to settle on a price: They know that if national supplies are heavy, yesterday's and today's shipments are high, track holdings are high, and prices at terminal markets are low, the price per box in Salinas will be

low. If national supplies are more than the market can take, Joe Edmond may not get a good enough price to pay for growing and packing the lettuce. He may not be able to sell all he has ready to ship, so he ships some carloads or truckloads to wholesalers on consignment. He won't know how much he'll get for that lettuce until it reaches its destination and the wholesaler is able to sell it.

But the situation can change each day—if supplies are low, and lettuce is in good demand, Joe will get a good price.

The prices Joe and the other shippers get, and the market reporters' analysis of the demand and tone of market conditions for lettuce in Salinas that day, make up the final market news report of the day. The market news reporters get in touch with each shipper to learn the price, how active the trading is, and related facts; and they recheck the information with buyers.

And that's how our story started.

The price you pay for lettuce at the supermarket probably doesn't change as quickly as the prices in Salinas because it may take from a day to a week or more for that lettuce to reach your store, and the store has a lot of other factors to take into account when it sets the price for a head of lettuce. But the next time the price of lettuce goes up in your store, maybe you can blame it on those foggy days they had in Salinas the week before. □

... and then cooled in vacuum coolers before shipment.



INSPECTION FOR YOUR PROTECTION

Protecting your health and well-being is a constant concern of meat and poultry inspectors of the U.S. Department of Agriculture's Consumer and Marketing Service. Recent routine actions, exemplifying their "behind-the-scenes" activity, include:

... Recalling from trade channels some 50,000 pounds of beef patties because a spice mixture used contained nitrite—unauthorized in this meat product.

... Detecting a lot of 81 calves that had an inflamed condition of the hide, which resulted when the owner deloused the calves with an unauthorized fungicide.

... Impounding the entire day's production of poultry from three processing plants because of excessive moisture absorption and resulting added weight.

... Notifying a meat packer that residue from the pesticide, heptachlor, was found in the milk—and thus was in the animal tissues—of 85 dairy cattle shipped to his plant for slaughter, enabling him to return the cattle to the seller and to inform State officials.

... Detecting a lesion during post-mortem inspection of a cattle carcass—and in turn, condemning the carcass—when its muscle and kidneys were found to contain significant amounts of a powerful antibiotic.

... Taking steps to insure that a trailer load of 52 beef carcasses found contaminated with hair, dirt, and rail dust were not processed until they were cleaned and certified as fit for consumption. □



SANDWICHES

Meat and poultry products make tasty fillings for summer sandwiches.

By Karen Berke

LOOKING FOR SUMMER main dishes that are easy, economical, nourishing, and tops in flavor? Try sandwiches.

No other main dish could offer more variations of colors, textures, and flavors. And what an opportunity to be creative!

Aided by all the convenient fresh, canned, and frozen meat and poul-

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try products, luncheon meats, sausages, sandwich spreads, cheeses, salad vegetables, salad dressings, and breads available today, there's no limit to the tasty sandwich combinations you can concoct.

With such a wide range of processed meat and poultry items to choose from, it's important to know you are buying safe products. And you can have this assurance if the label on the product carries the round mark of inspection. The U.S. Department of Agriculture's Consumer and Marketing Service applies this mark on all labels of products which are produced under its continuous inspection.

The inspection mark is important because it assures you that the product is wholesome—that the meat or

poultry came from healthy animals that were processed under USDA's strict standards for sanitation. It also means that the products are not adulterated and that they are truthfully labeled, so you know exactly what you are buying.

If the items are imported ones, you can be confident that they have passed USDA's port-of-entry inspection for wholesomeness and truthful labeling. They must also have been produced in plants which meet the same standards for sanitation and safe processing of meats that are used in domestic plants operating under USDA's inspection.

Sandwich fillings using meat and poultry are simple to make. Even the novice cook doesn't need to use a recipe. Let your taste guide you.

Here are just a few ideas to stir your imagination:

*Combine minced bacon with grated cheese, onion, pickle relish, and mayonnaise.

*Combine sliced or chopped chicken or turkey with cooked bacon, blue cheese, sour cream, and mayonnaise.

*Combine deviled ham, tongue, or ham spread with green pepper, mustard, and onion.

*Combine cooked or minced chicken livers with caraway seeds, onion and cream cheese.

*Combine chopped beef with green pepper, mustard, onion, mayonnaise.

*Combine corned beef with sauerkraut, Swiss cheese, and salad dressing.

*Combine Lebanon bologna with chopped egg, chili powder, mustard and mayonnaise.

Use seasoned butter to add new sparkle to sliced luncheon-meat sandwiches. Season softened butter or margarine with chives, tarragon, parsley, mustard, capers, garlic, onion, chili sauce, or cheese.

You'll find an interesting array of breads and rolls at the market, so experiment with them. For regular sandwiches the bread should be fresh. Day-old bread or more firm bread is best for open-faced sandwiches.

Un sliced bread in long or round loaves is ideal for making maindish sandwiches. Simply scoop out the center of the loaf and fill it with your favorite meat or chicken salad. Then, slice it at the table.

In making sandwich fillings, a rule of thumb to use is one cup of filling for four sandwiches. Also, add mayonnaise or salad dressings by the spoonful until you reach the desired consistency. To help prevent the bread from becoming soggy, butter it before adding the filling. □

inspection service serves many egg products plants



This continuous fee-for-service operation insures the production of wholesome, properly identified egg products.

By Ashley R. Gulich

LAST YEAR about 70 percent of the liquid and frozen eggs produced in the United States, and 72 percent of the dried eggs, were processed under supervision of the U.S. Department of Agriculture. Sounds like a mandatory program—but it isn't. The Egg Products Inspection Service is voluntary—offered on a fee-for-service basis. Nearly 100 plants, producing the bulk of liquid, frozen, and dried eggs, have found it worthwhile to use this inspection-for-wholesomeness service operated by the U.S. Department of Agriculture's Consumer and Marketing Service.

Before a plant can qualify for the service, it must meet rigid requirements for facilities, equipment, and operating procedures.

The program is a continuous and not a spot-check operation. Each phase of the processing is under the supervision of a licensed Federal-State inspector. There are strict requirements on the raw material, sanitation, cooling, freezing, drying, and labeling of egg products, to insure the production of a wholesome, properly identified product.

In the 1930's, egg breaking was primarily a salvage operation for disposing of eggs not marketable in other channels. The industry has come a long way since then. Today's officially inspected egg products are relied upon by large-scale buyers such as food processors, bakeries, restaurants, and institutions, to produce highly acceptable, top-quality food items. The increasing use of egg products each year—an increase of almost 100 percent over the past decade—reflects their popularity as an important ingredient in a host of food products.

Through the years, USDA has helped the egg processing industry develop improved processing tech-

niques and better testing procedures and operational methods to insure the production of sound, wholesome egg products. The official regulations governing the program are periodically revised and updated to keep pace with the technological advances in the industry, improved marketing and packaging procedures, and new, more efficient processing equipment. A recent change in these regulations requires all products produced in official plants to be pasteurized. Egg products also must be tested for the presence of Salmonella after pasteurization and, again, after final packaging. These precautions will help prevent the marketing of any USDA-inspected egg products that might have become contaminated after the pasteurization process.

The future for the industry looks bright. A host of new egg products have made their appearance in the last few years—with many more to come. Special products are available

for almost any use in the food processing and institutional fields. A wide variety of consumer items on the grocer's shelves contain egg products—noodles, cake mixes, custard mixes, mayonnaise, ice cream, candy, baked goods, and dried drink mixes, to mention a few. In a few areas, consumer-size packages of dried eggs are available. This item will probably be found in many stores in the

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near future.

USDA is proud of its part in providing the industry with a constantly improving inspection service. It will continue to work closely with the industry, other Federal agencies, and State departments of agriculture, in seeking additional procedures and to further assure the production of wholesome egg products. □

USDA egg products inspector examines eggs being broken on automated equipment.



THE RIGHT TO SAFETY

C&MS inspectors are assuring consumers of wholesome meat and poultry products by overseeing every step in the preparation.



Since some diseases can only be detected in the live animal, the Federal inspector examines all livestock before slaughter to make sure animals are healthy.



Following slaughter, the inspector examines the meat—including its head and internal organs—to make sure it is wholesome.

OF THE FOUR basic rights of consumers proclaimed by President Johnson—and before that by President Kennedy—the first is the right to safety.

To assure safety of the meat and poultry products you eat, Federal inspectors with the U.S. Department of Agriculture's Consumer and Marketing Service inspect and certify the wholesomeness of these products, if they are processed in plants which sell across State lines or in foreign commerce. These plants are approved for inspection only after they meet rigid sanitation requirements.

Many States are now developing programs for inspecting products

produced in plants which sell totally within the State boundaries. Under the Wholesome Meat Act of 1967, USDA gives each State technical and financial assistance in developing a program for inspecting red meats that is equal to Federal standards.

The story of Federal inspection begins when the livestock or poultry is still alive, goes on after slaughter, and continues through every step of the making of processed products such as hot dogs, soups, and convenience foods like frozen chicken dinners. Even labels for products prepared under Federal inspection must be approved by USDA before they can be used. □



The inspector checks every step in plants where meat and poultry are further processed to make sure the foods are properly packaged and will remain sound until marketed.



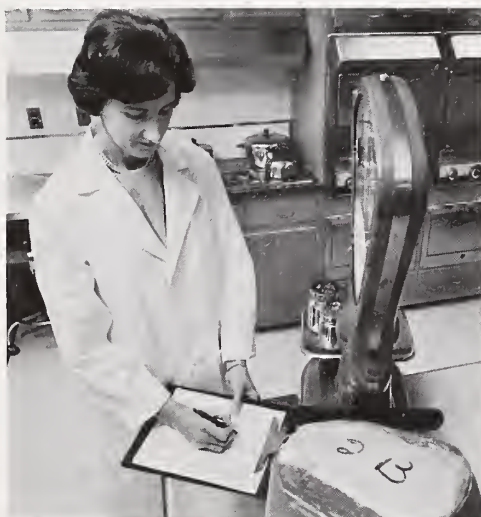
Inspector checks the whole carcass
internal organs—to assure that it



Every bird also undergoes rigid after-slaughter inspection to make sure it is clean,
wholesome, and properly prepared.



processed
inspector,
and curing
the bacon



USDA home economists double-check the
truthfulness of the labels on meat and poultry
products.



Laboratory personnel who use the latest scientific
equipment back up the inspectors by checking samples
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Bacon is among the many processed products examined by the inspector. He checks the cooking and curing process to assure that the bacon is unadulterated.

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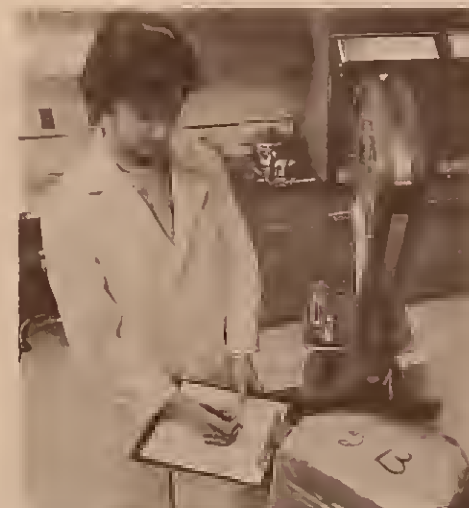
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Laboratory personnel who use the latest scientific equipment back up the inspectors by checking samples of products.

NORTHEAST MARKETING WORKSHOP

STRESSES

STATE COOPERATION

"THE ANSWER TO many of the serious problems in agriculture today lies in one word—cooperation. We can no longer afford to ignore it, avoid it, give lip-service to it, or approach it in a half-hearted manner."

This word of caution from the keynote address of Joseph N. Gill, Commissioner of the Connecticut Department of Agriculture and Natural Resources, sounded the theme of the Northeast Marketing Service Workshop, held in Hartford in April.

The event, co-sponsored by the National Association of State Departments of Agriculture, National Association of Marketing Officials and the U.S. Department of Agriculture's Consumer and Marketing Service, brought together some of the best marketing minds in the Northeast to seek regional solutions to common marketing problems. These ranged from market development to foreign trade and transportation, principally for the area's dairy, egg, poultry, and fruit and vegetable interests.

Robert de C. Hughes, executive director, Connecticut Milk for Health, called for more aggressive and better merchandising of dairy products. Hughes scored the dairy industry for what he called its "starvation diet" in research and development efforts over the past 30 years and added that the biggest problem of the industry today is inertia.

"But the picture isn't all black," he assured the group, citing effective merchandising, research and development and consumer education programs carried on in some sectors of the industry. He urged his listeners to get together and to do more, particularly in research and development.

The spectre of filled and imitation milks envisioned as a potential threat to the dairy industry was noted by Dr. L. S. Mix, of Agway, Inc., Syracuse, N.Y. To combat it he suggested a three-fold program consisting of (1) a major milk promotion campaign on a continuous basis at one percent of sales; (2) a coordinated regional new product development program supported at one-half percent of sales annually; and (3) a program to reduce costs of milk production, processing and distribution.

Exhibits constitute another means for State cooperation. This thought was advanced by Ernest L. Wermuth of the New York State Department of Agriculture, who urged extensive use of exhibits at trade shows and fairs on a cooperative basis.

Harold B. Girth, Farm Products Promotion Coordinator for the New Jersey Department of Agriculture, cited recent meetings of the Northeast Regional Egg Marketing Program at which a number of questions were raised about State cooperative efforts. He felt, however, that these would be resolved and regional cooperation in marketing of Northeast eggs would make headway.

That the Northeast States are determined to work out a cooperative egg program was further confirmed by John E. Mahoney, chief of marketing services for the Maryland State Board of Agriculture.

"It is accepted that no longer can the individual State go it alone, but in cooperative effort there is strength to move forward," he said, adding that the industry's desire to cooperate with government agencies "is refreshing and encouraging."

One of the major problems facing the poultry industry is the marketing of fowl, according to Leslie W.

Driggs, chief marketing representative of the New York Department of Agriculture and Markets. Despite a negative attitude of some towards efforts to improve the marketing of fowl as "not worthwhile," he declared that fowl consumption is increasing, mostly in processed poultry items. He emphasized that the States must show the producer and the processor that there is a profit to be made in marketing fowl meat and urged persuading processors to add newly developed products, such as chicken bologna. He also pointed out that sales of fowl meat to restaurants, hospitals and various institutions can be substantially increased by making products convenient to use, with particular attention to portion control.

Effective cooperation of farmers of different States, who have a common interest, was illustrated by Ralph J. Baldasaro, promotion manager of the New York and New England Apple Institute. For one thing, the catchy phrase, "McIntosh Country," was especially adopted to enable the grower to identify with the organization.

"He is a 'McIntosh Country' grower and not a segregated grower of apples in New York, or Connecticut, or Massachusetts, or any other single State," Baldasaro explained.

Pointing to successful cooperative efforts by New England States, particularly in the marketing of maple syrup, poultry and cranberries, Commissioner Frank T. Buckley of the New Hampshire Department of Agriculture said there is need for still more State cooperation. This need is especially advisable in the New England production of fruits and vegetables, which isn't large enough in individual States to support market development programs.

VERSATILE DAIRY LABS

TEST VARIED PRODUCTS

Another marketing area getting close cooperative attention of Northeast State officials is transportation, according to Commissioner Buckley. Reporting on recent proceedings of the Northeastern Regional Transportation Project, Buckley advised that a committee was formed to work with the Transportation and Warehouse Division of USDA's Consumer and Marketing Service in an effort to create a unified approach of Federal and State people before the Interstate Commerce Commission.

The Northeast States are concerned with a request for increased freight rates on all general commodities, including grains—which, he declared “are vital to the livestock and poultry industries of the region.” Any increases in freight rates, not uniform with those in competing regions, will jeopardize the competitive position of producers, he maintained.

State cooperation can also contribute substantially to overseas sales. John Earley of the Pennsylvania Department of Agriculture, said that marketing abroad can best be exploited with agents in the field. However, since it isn't possible for every State to have its own overseas office, it would be worthwhile for the Northeast States to develop a central headquarters at overseas points.

Further development of overseas markets can be accomplished through participation in foreign trade fairs, according to Dr. R. L. Beukenkamp of USDA's Foreign Agricultural Service.

“I believe that States,” Dr. Beukenkamp said, “in regionalizing their participation in foreign trade fairs will be able to do a more effective job together, at less cost per State.”

The Northeast Marketing Service Workshop was the fourth of a series held across the Nation this past spring. Other regional workshops were held in Kansas City, Kan., Sacramento, Calif., and Atlanta, Ga. A National Marketing Service Workshop is scheduled for 1969. □

WILD BOAR MEAT in a dairy laboratory? Yes—if the lab is one of those operated by the U.S. Department of Agriculture.

Specialty products such as boar meat, dried and frozen eggs, and dehydrated chicken soup are tested by laboratories of the Dairy Division of USDA's Consumer and Marketing Service. The Division has its own laboratories in Chicago and Syracuse. It also employs the lab facilities of the University of Washington under a cooperative agreement and has a contract with a San Francisco commercial lab.

In addition to their regular testing of dairy products in connection with the Dairy Division's grading programs, these labs test both dairy and non-dairy products for industry and other Federal agencies on a fee-for-service basis.

One example is blended food product (a mixture of nonfat dry milk, corn meal, soy flour, and vitamins and minerals), which is distributed overseas to help combat malnutrition.

They also test products for other divisions within C&MS as part of the agency's cross-utilization program. This means that dairy technicians have the training and the equipment to check almost any kind of food product. Often, they may be able to test a certain product more conveniently and economically than the division responsible for the commodity. For example, the Chicago lab has been testing some of the margarine bought by the C&MS Livestock Division because it is near the sites where “samples” of the margarine are taken. The margarine is distributed to the school lunch programs and to needy families.

The range of products tested extends from goose livers, wild boar meat, dehydrated chicken soup, and dried and frozen eggs for the C&MS Poultry Division; mayonnaise and gelatin powders for the C&MS Fruit and Vegetable Division; and margarine for the Livestock Division;

to dry cream substitute for the Veterans Administration.

For products such as these, the labs can provide a broad range of tests—from routine analysis for fat, moisture, and bacteria content to specialized tests for the presence of pesticides and salmonella. The salmonella bacteria can cause persons to suffer an infection of the digestive tract.

The emphasis is on bacteriological testing for the wholesomeness and keeping quality of the product. But in addition, if applicable, checks are also made of such basic factors as the net weight—to make sure the product weighs the amount stated on the label.

The laboratories use standard testing procedures and apply them to the special requirements set up by the agency or firm requesting the service. In testing egg products, for example, the dairy technicians use the requirements set up by the Poultry Division. If requested, though, the Dairy Division can help set up product specifications and test requirements.

Although most of the work is done for government agencies, the labs will, on request, help any plant, industry, or private organization analyze its products. Often, these official tests are used by plant managers as checks on the accuracy of their own plants' tests. This service is also used by firms wishing to check the quality of the products they buy. For example, a large Chicago hotel periodically requests the lab to sample the dairy products it buys and to make a general quality check on them.

The Dairy Division lab technicians are recognized as authorities in the area of quality control of food products and are frequently asked for their opinions on the effectiveness of certain types of quality control work. This is another way in which they aid industry—and thus ultimately help the consumer to get better products. □

New Mexico Families Can Eat Better With Food Stamps

Most of the counties participate in this Federal program, so many families have extra food buying power.



A home supervisor helps family members with nutrition and budgeting problems.

NEW MEXICO WAS the 47th State to join the Union, but one of the very first to take part in the U.S. Department of Agriculture's Food Stamp Program. San Miguel County, N.M., celebrated its seventh year in the program on June 5. It was one of the first eight pilot programs to test the Federal food stamp method of bringing more and better food to those who need it.

New Mexico now has 20 of its 32 counties in the Food Stamp Program administered by the U.S. Department of Agriculture's Consumer and Marketing Service. Eleven others distribute USDA food to their low-income residents. From June 5, 1961, to April 1968, food-stamp participants in New Mexico have enjoyed nearly \$7 million worth of extra food buying power in the form of free or bonus Federal food stamp coupons.

Tecolotito and its population of 50 are in San Miguel County. It is something less than a town, but something more than a trading post. People from the surrounding area, many of whom are Mexican-Americans, come into Tecolotito to do grocery shopping. Last year, increased food sales through increased use of Federal food stamps, led a Tecolotito grocer to enlarge his store.

Nearly 4,500 San Miguel County residents get nearly \$34,000 worth of extra food buying power each

month because they take part in USDA's Food Stamp Program. Since food stamps came to San Miguel in June 1961, county residents have gained extra food buying power totaling more than \$2 million.

In Roswell (Chaves County), N.M., a retail dairyman has a 14-member family on his customer list. Once they were a gallon-of-milk-a-month customer. Now they buy six or more gallons a week and the difference is their taking part in USDA's Food Stamp Program. The retail dairyman says he likes the program because it helps people, including himself as a businessman.

And again in Roswell, N.M., an elderly man told a Federal food-stamp worker that he and his family were eating fresh meat for the first time in a long time because of their food stamp coupons.

The 14-member family and the elderly man and his family are among the 2,000 in Chaves County taking part in the Food Stamp Program. During a recent month they bought over \$14,000 worth of extra food through bonus Federal food stamp coupons. From April 1, 1966, when Chaves County joined the program, to April 1968, bonus food stamp coupons issued in the county came to nearly \$200,000.

The Muniz family of eight in Dixon (Rio Arriba County), N.M., may be typical of many New Mexico families taking part in USDA's Food

Stamp Program. They pay \$3 a month and get \$86 worth of food stamps. To make best use of the added food buying power, the family consults the home supervisor, Virginia Rodriguez, from USDA's Farmers Home Administration, who works to improve the family's nutrition and budgeting along with other necessities of home life. They have her help because they are taking part in the FHA loan program. In April 1964, Mr. Muniz received a \$1,000 FHA grant to repair his home and add a room. He also has a \$900 FHA economic opportunity loan, with which he is buying a tractor, other equipment, and a milk cow.

USDA's Farmers Home Administration offers broad programs of such supervised credit. FHA home supervisors (about 60 so far) in New Mexico and other States are the shock troops at the grass-roots level that are helping the poorest of the poor break the shackles of poverty. (*Agricultural Marketing*, July 1967, tells how a home supervisor teaches nutrition in North Carolina).

The Muniz family and 5,600 or so other residents of Rio Arriba County enjoyed over \$46,000 worth of extra food during a recent month through USDA's Food Stamp Program. And since March 2, 1965, when Rio Arriba joined the program, to April 1968, their extra food-buying power came to more than \$948,000. □

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

AUGUST PLENTIFUL FOODS

During August Sandwich Month, nine popular foods parade across the list of plentiful issued by the U.S. Department of Agriculture's Consumer and Marketing Service. They are luscious plums, Bartlett pears, watermelons, cantaloupes, delicious summer vegetables, onions, turkeys, peanuts and peanut butter, and wheat products.

For fruits, California plum output is estimated at 12% above last season and 8% more than average. And the new crop is of good size and quality. California, main source of Bartlett pears, is turning in a production three times the size of a year earlier and over a fifth above average. Combined acreage of early and late summer watermelons runs 7% above a year ago and 3% above last year. About 57% of the crop is harvested during mid and late summer.

Early summer onion production is expected to break all records. Local as well as commercial supplies of summer vegetables will reach their seasonal peak in August. □

HURRICANE WATCH

Hilda in 1964—Betsy in 1965—Beulah in 1967. These are hurricanes of recent memory that left thousands of people without food or cooking facilities.

However well you might guess what the 1968 names will be, you can be assured of one certainty. There will be no guesswork in handling food emergencies that may develop in the wake of any 1968 hurricane. Local and national disaster-relief agencies can have as much donated foods from the U.S. Department of Agriculture as they need to help feed the hungry and the homeless. And what is more, they will know where to find the food.

Consumer Food Programs district

offices of USDA's Consumer and Marketing Service see that voluntary relief agencies are kept informed of availability of USDA food, the procedures for getting the food, and how to contact State personnel who can assist in getting the food. Lists of available USDA food locations are often provided in hurricane-vulnerable States.

Any such emergency alert is, of course, not confined to hurricanes. CFP district offices have arrangements to help disaster-relief agencies feed any number of people left homeless and hungry by almost any natural disaster.

USDA donates food to the States and Territories for use in their school lunch, food-for-needy-families, and other food-aid programs. Any of it can be used to help feed victims of natural disasters. C&MS replaces these supplies with new donations as quickly as possible. □

(Continued from page 3)

or doesn't act to clean up or close down the plant.

Up to June 30—through Federal-State cooperative procedures—C&MS had designated 20 meat plants in nine States as endangering public health, and initiated actions to see that they were either closed down or that corrective actions were taken. Further Federal action was unnecessary in each case because cooperating State officials followed up by closing four of the plants, closing another temporarily until it was cleaned up, and insuring that operations in the remaining 15 were corrected to meet minimum sanitation requirements.

By working cooperatively to implement the Wholesome Meat Act, USDA and State agencies are thus escalating the "war" on unfit meat, as sanctioned by Congress to protect the health and welfare of the Nation's 200 million consumers. □

FOOD TIPS

-from USDA's Consumer and Marketing Service

Want an economical, yet flavorful, beef cut? Try a *blade chuck roast*. This roast has that excellent, full beef flavor. And it can be oven-roasted in USDA Prime and Choice grades even though it has several muscles that vary in tenderness. Or you can pot roast it in all grades. You'll need about three-fourths pound per person.

* * *

If you want to brighten up your menus with a different fruit, try *nectarines*. This fruit, generally available from June through September, combines the characteristics of both the peach and the plum. Look for fruit with a rich yellow background color and a slight softening along the "seams." Avoid hard, dull, slightly shriveled, or very soft fruit. But russeting, a brownish skin blemish, doesn't affect the eating quality.

THEY APPROVE COTTON STANDARDS

Every three years delegates from the United States and abroad meet to provide universal quality standards for worldwide trading.

By James H. Melancon

MEMPHIS, TENN., is more than a home for 600,000 people. It is also the cotton capital of the world. For two days, recently, it was also the host city for more than 200 delegates from the United States and ten overseas nations who had gathered together for the 15th Universal Cotton Standards Conference. The conference was hosted by the U.S. Department of Agriculture's Consumer and Marketing Service.

The conference, like its 14 predecessors, was held under terms of the Universal Cotton Standards Agreement. This agreement was made in 1923 to help overcome the chaotic conditions existing at the time in domestic and export trading. The agreement now includes thirteen signatory associations located in Belgium, France, Germany, India, Italy, Japan, The Netherlands, Poland, Spain, and the United Kingdom. Delegates from the signatory associations, as well as cotton producers, ginners, shippers, and manufacturers from this country, were at this year's conference.

The Universal Cotton Standards Agreement calls for approval of key sets of the Universal Cotton Standards every three years. A key set is made up of 15 boxes, each containing "biscuits," or actual samples, of one of the physical grades of American upland cotton. For example, there is a box for Middling cotton, containing twelve biscuits of Middling cotton grown in various parts of the Cotton Belt. Other boxes represent the 14 other physical grades.

One hundred key sets were prepared by C&MS' Cotton Division for approval at the conference. These were matched as closely as possible

against standards approved at the 1965 Universal Cotton Standards Conference.

Most of the boxes making up the key sets were approved quickly—in other words, the delegates agreed that C&MS' Cotton Division had satisfactorily matched boxes in the proposed key sets against the 1965 Standards. But there was disagreement concerning some of the boxes. None attracted as much attention as the standard for Low Middling Tinged cotton. Delegates differed strongly over the amount of trash, or leaf content, to be included in this grade. The disagreement, however, was settled with a pair of tweezers (see photo). The amount of leaf was adjusted until all agreed that the samples of Low Middling Tinged were representative of that grade of cotton.

Agreements reached at the conference represented an impressive achievement, considering the number of delegates involved—some 200 people from all over the world—and the variety of interests represented, including ginners, shippers, producers, and manufacturers. Getting this number of people of differing views and inherent conflicts of interest to agree on what should or should not be included in the standards for the various grades of American upland cotton could never be easy—since differences between grades can represent differences in value amounting, in the aggregate, to millions of dollars.

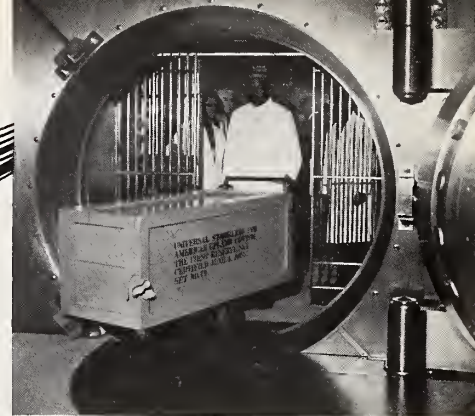
The standards approved at this year's conference—exact duplicates of the standards approved at the 1965 conference—will be used as a basis for trading American upland cotton

throughout the world for the next three years. They will provide the ultimate arbitration of quality for that trade. From the key sets, approved this year, two reserve sets were chosen to be stored in special vaults in Memphis, Tenn., and Washington, D.C. Also chosen were a special working set and several sets to serve as guides in preparing thousands of additional sets of the standards for use by the cotton industry during the next two years. The special working set and the guide sets will also be used to prepare proposed key sets of the standards for the 1971 conference.

This then is the story of the 15th Universal Cotton Standards Conference. Many months of preparation on the part of C&MS' Cotton Division are over. Two days of intensive work of matching the proposed key sets against the standards have been completed. The 1968 reserve sets have been sealed and rolled into their special vaults, replacing the 1965 reserve sets. The delegates have returned home.

But as a result of the conference, cotton merchants and manufacturers all over the world can state exactly what quality of cotton they want to buy and know that the seller understands their specifications. Middling White cotton, for example, means the same thing to each of them because each understands and uses this previously agreed upon standard to describe this particular quality of cotton. □

The author is Chief, Grading Branch, Cotton Division, C&MS, USDA.



1965 First Reserve Set of Universal Cotton Standards for American Upland cotton is wheeled out of Memphis vault in a special zinc-lined gray wooden box. A similar box, containing 1968 First Reserve Set, will be rolled back into the vault 24 hours later.



The gray box is laboriously opened at C&MS Cotton Division headquarters in Memphis so that the 1965 First Reserve Set can be displayed. The set consists of 15 boxes, each representing a physical grade of American Upland cotton.

Delegates from the United States and ten overseas nations compare and approve proposed new key set of Standards against 1965 First Reserve Set.



Delegates make several minor adjustments to proposed Standards for Low Middling Tinged cotton, including the removal of excessive trash or leaf.



Once 1968 First Reserve Set was chosen by delegates, each box making up the Set was sealed in clear plastic. Here, the official USDA shield is affixed to one of the boxes before placing entire set back in gray box.



RETAIL VALUE OF USDA FOOD INCREASES

THE RETAIL value of foods donated by the U.S. Department of Agriculture to each individual in an eligible family unit each month recently rose to \$7.98 from \$7.22. The increase was mainly due to the fact that split peas and instant mashed potatoes joined the other good foods available for distribution and the distribution rate of cheese was increased.

The last increase of this kind occurred in July 1967 when butter and cheese were added to the USDA foods then being distributed to some 3.3 million persons in parts of 48 States, 25 Indian reservations, and 116 or so individual urban areas, including New York City, and Boston, Mass. The latest available figures show that some 3.5 million of the Nation's needy now benefit from USDA food donations.

Besides low-income individuals in family units, USDA foods also help bring fuller diets to children in school and in nonprofit summer camps, and to needy adults and children in charitable institutions. And besides cheese, split peas, and instant mashed potatoes, USDA foods include canned meat, dry milk, shortening, dry beans, raisins, peanut butter, butter, margarine, and flour and other cereal products.

The Secretary of Agriculture recently announced that canned whole fowls scrambled egg mix, fruit juices, evaporated milk, canned vegetables, and quick-cooking wheat cereal for children would soon join the other USDA foods to further benefit those who receive them.

OFFICIAL BUSINESS

Steak on the Hoof — Now You Can Tell How Much

The new publication, "Yield Grades for Beef," tells you what type of cattle produces the best yield of meat.

DO YOU KNOW THAT just by looking at a steer you can tell about how much of it will end up as beef steaks and roasts in your local supermarket and how much will end up as waste fat?

A new publication from the U.S. Department of Agriculture's Consumer and Marketing Service explains how to pick out beef with a high ratio of lean meat to fat and bone while the steer is still walking around in the feed lot. Titled "Yield Grades for Beef" (MB-45), this pamphlet can help everyone from producer to retailer to consumer discover what type of cattle, whether alive or already in carcass, produces the best yield of meat.

Since 1927, the U.S. Department of Agriculture has set standards and conducted a grading service for identifying the eating quality of beef—its flavor, juiciness and tenderness. These are reflected by the familiar quality grades normally found in retail stores—U.S. Prime, U.S. Choice, U.S. Good and U.S. Standard. In 1965, this service was extended to include another dimension, the grading of beef according to its yield of boneless, closely trimmed, retail cuts from the high-value parts of the carcass, namely the round, loin, rib, and chuck. Carcasses with the highest yield of

these cuts are numbered Yield Grade 1, while those with the lowest are designated Yield Grade 5.

The pamphlet explains that the yield grade is based on four factors which indicate the amount of salable beef a carcass will produce: (1) the amount of fat over the outside of the carcass; (2) the size of the rib-eye—an indication of muscling; (3) the amount of kidney, pelvic, and heart fat; and (4) carcass weight.

The yield grade can be predicted for live cattle by observing their muscling and degree of fatness. Cattle that get their weight from thick muscling rather than waste fat will produce a high proportion of lean meat. Waste fat has the greatest effect on yield of retail cuts. Fat deposits over the back, loin, and rump, and around the middle and in the flanks of cattle signify a high degree of fatness in the animal and a low yield grade.

To get information regarding the carcass yield of his beef animals, a producer can request, for a fee, the USDA's Beef Carcass Evaluation Service. This fee, which would normally not exceed \$1.00 per head, depends primarily on the amount of information desired about the carcass.

Naturally, within the same quality

grade, the better the yield grade rating, the more per pound the carcass or steer is worth. A difference of one yield grade can result in a value difference of more than \$2 per hundred pounds on a live steer. With 1,000 pound steers, this difference means that a Yield Grade 2 carcass would be worth \$20 more than a Yield Grade 3 one.

The booklet points out that the yield grade can also serve as a barometer to the public's preference in meat—a means of reflecting back to the producer—through the retailer and the packer—the value that consumers place on meaty cuts with little waste fat.

Increasing the "cutability" of cattle can be accomplished through improved breeding and management programs. Such a development would reduce the expense of producing, shipping, and trimming waste fat—and consumers and producers could share alike in the benefits, with the shopper consistently getting the kind of beef cuts he wants, while the producer receives a better price for his cattle.

For a copy of "Yield Grades For Beef" (MB-45), send a postcard request to Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250. Please include your zip code. ☐